

# CONSUMER RESPONSE UPDATE

May 2004: Issue N°27

## HIGHLIGHTS

- In May 2004, 175,690 user sessions were recorded at ontariotravel.net, an increase of 49% over May 2003.
- 11,405 consumers registered with ontariotravel.net in May.
- To date, about 160,000 consumers have registered with ontariotravel.net. Of these, almost 100,000 opted to receive e-marketing material from OTMPC.
- User sessions with tourismpartners.com totalled 6,859 in May, an increase of 54% over the same month last year.

## CONSUMER WEB SITE – [www.ontariotravel.net](http://www.ontariotravel.net)

### User Sessions

- User sessions at ontariotravel.net totalled 175,690 in May 2004, an increase of 49% over the same month last year.
- User session volume at ontariotravel.net was the heaviest on the May 11, one day after OTMPC's 2004 Summer TV advertising launched.
- The second and the third highest user session volumes were recorded on May 17 and the May 24 when the 2004 Summer contest launched and the Summer online advertising started.

### Consumer Registrations

- 11,405 consumers registered with ontariotravel.net in May 2004.
- In May 2004, three OTMPC contests, the 2004 Angling contest, the 2004 Adventure contest and the 2004 Summer contest, ran online to drive consumer registrations with ontariotravel.net
- The 2004 Angling contest and the 2004 Adventure contest both ran through the whole month of May 2004. The 2004 Summer contest started on May 17.

## Contest Registrations in May 2004

Contest	Timing	Registr'n in May
Adventure	Feb 18 - (runs to Aug 1)	4,447
Angling	Mar 31 - (runs to Jun 30)	2,874
Summer	May 17 - (runs to Jul 9)	818

- The majority of consumers registered in May were English speaking (95%), and female (66%).
- Canadians made 70% of all consumer registrations, Americans made 28%.
- To date, almost 100,000 consumers have opted to receive e-marketing material from OTMPC.

## PARTNERS WEB SITE - [www.tourismpartners.com](http://www.tourismpartners.com)

### User Sessions

- User sessions with tourismpartners.com increased 54% in May 2004 to a total of 6,859.
- The most downloaded publication via tourismpartners.com was OTMPC's Marketing Program 2004 – 2005 (1,170 downloads).

### Registered Partners

- OTMPC recently completed an industry data integration project between OTMPC and the Ministry of Tourism and Recreation (MTR). This project resulted in a merger of the two databases.

### CALL CENTRE

- In May, 34,073 calls came to the Call Centre, a slight increase of 5% over May 2003.
- Of calls to the Call Centre in May, 82% originated in Canada and 18% were from the US.
  - 79% of Canadian calls were from Ontario.
  - 67% of US calls originated in the Border States.

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## FULFILLMENT CENTRE

- In May, 52,021 fulfillment pieces were ordered by consumers, an increase of 7% over the same month last year.
- Of fulfillments ordered in May, 80% were ordered from Canada, 18% from the US and 2% from overseas.
- In May, OTMPC's 2004 Summer Campaign included TV, newspaper and online advertising. These marketing tactics fuelled consumers to request free guides.
- Of fulfillments ordered by consumers in May, 18,845 (30%) pieces were ordered online via ontariotravel.net.

### **Top 10 Fulfillment Request: May 2004**

	<b>Fulfillment Piece / Guide</b>	<b>Quantity Distributed</b>
1	Ontario Road Map 2003	8,308
2	Ontario Resource Guide 2004	4,841
3	<b>Summer Experience Guide 2004</b>	<b>4,781</b>
4	Festivals & Events Summer/Fall 2004	4,571
5	Attractions Ontario Passport 2004	4,079
6	Ontario Parks Guide 2004	3,109
7	<b>KIT: Summer Getaway Kit - CDN</b>	<b>2,465</b>
8	Backroads & Getaways Guide 2004	2,312
9	Adventure Guide 2003	2,011
10	Fishing Ontario Guide 2004	1,719

## ONLINE PUBLICATIONS

- In addition to requests for printed publications, 39,122 online publications were downloaded by consumers via ontariotravel.net in May 2004, an increase of 51% over the same month last year.
- The most popular online publication in May was OTMPC's 2004 Festivals & Events Ontario Guide (10,247 downloads).

### **Top 10 Online Publications: May 2004**

	<b>Downloaded Files</b>	<b>Downloads</b>
1	2004 Festivals & Events Ontario Guide	10,247
2	2004 Resource Guide	8,280
3	2004 Summer Experience Guide	6,268
4	2004 Fishing Ontario	3,542
5	2004 Spring Experience Guide	2,913
6	2003 Adventure Guide	2,137
7	2004 Spring Experience Guide-French	1,223
8	2004 Golf Ontario Style	950
9	Wine Culinary Book	869
10	2004 Summer Experience Guide-French	741

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Sources: EDS, FCB